

Atassh Consultants

Knowledge Processing House, Since 1991

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Synopsis of "COLLABORATIVE SELLING"

The world has changed in significant ways, and sales people today must have new skills, new attitudes and new understanding of how to work with their clients. Here are a few questions that might help demonstrate this point:

- Have you found that your competitors are more aggressive than they used to be?
- Do you have more competitors than you ever had in the past?
- Does it seem harder to sell your product now than it was just a few years ago?
- Are price issues a constant problem?

The ultimate Sales Training Program, for hungry sales professionals who want to excel in today's complex sales arena. It is based on a dynamic new approach proven in Sales Training Program in some of the nation's most successful companies. **COLLABORATIVE SELLING** supplies a result-driven, six-step communication and problem-solving program that helps you select the solutions that reward you and your prospect.

MODULE:

STEP I: Targeting Your Market.

- Demonstrate your Competitive Advantage.
- Identifying and Finding your Best Customers.
- Using Personal Marketing to Generate Leads.

STEP II: Contacting Your Prospect.

- Contacting Prospect with Direct Mail.
- Gaining an Appointment.
- Strategies to Improve your Relationships with Prospects and Customers.

STEP III: Exploring Your Customer's Needs.

- Exploring Needs Effectively by Asking the Right Questions.
- Listening Actively to Your Customers.
- Exploring Your Customer's Needs and Opportunities.

STEP IV: Collaborating With Your Customer.

- Creating Options to meet your Customer's Needs.
- Selecting Options with Your Customers.
- Proposing Solutions with your Customer.

STEP V: Confirming The Sale.

- Dealing with a Prospect's Rejection of Your proposal.
- Addressing Customers Concerns.
- Dealing with Postponement.

STEP VI: Assuring Customer Satisfaction.

- Servicing the Customer.
- Enhancing the Customer Relationship.
- Expanding Business Opportunities.
- Building a Lifelong Quality Relationship with your Customer.